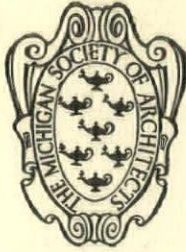


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WEEKLY BULLETIN



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Published Weekly. Subscription Price: \$2.00 per year.

Entered as second-class matter December 9, 1930, at the Post office at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 8.

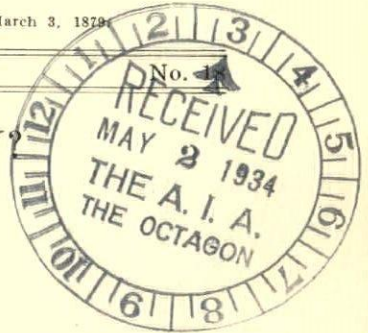
DETROIT, MICH., MAY 1, 1934

WHAT SHALL WE DO WITH THE BOY?

THE ARCHITECT

By Cyril Arthur Player

(Being one of a series of articles in The Detroit News)



Most architects insist that their profession is overcrowded. The writer believes their pessimism derives from temporary conditions, and he prefers to accept the statement of Emery Stanford Hall, secretary-treasurer of the National Council, Architectural Registration Board, when he says:

"With the exception of these terrible times, men trained for architecture have never found any difficulty in securing positions where their training would be an advantage. Of course, there are always 'duds' for whom no amount of training would accomplish satisfactory results. There is a type of man that is definitely not qualified for anything but common labor. Such a man may be given unlimited training and it will operate to spoil him for any purpose."

A representative spokesman for the American Institute of Architects also believes that the satu-

and that there is an actual and substantial shortage of modern low-cost housing.

Apparently these conditions are waiting for some one of importance to bring together and bind into a solution no less useful to the national welfare than to the individual home-maker and to the architect.

The word "architecture" implies, says Herbert E. Hewitt, F. A. I. A., "that in addition to the utilitarian requirements of a structure, it has been made pleasing to the eye; in other words, that its utilitarian and structural elements have been so managed that it has been given a plus value. This plus value is beauty. Thus the element of art is introduced into building, and building plus beauty is architecture. It is this plus value of beauty which distinguishes the profession of architecture from the other professions and makes it both a science and an art."

Architecture is both practical and esthetic; requires physical and intellectual research and, also, the spiritual expression characteristic of all arts. To Mr. Hewitt the ideal architect must be a Leonardo da Vinci: "Painter, poet, engineer, organizer."

Walter J. Greenleaf, of the Office of Education, remarks: "The successful architect is a student of human nature, a man of infinite patience and tact in his dealings with his client, combined with business acumen, inventive capacity, and creative ability as an artist."

What He Must Know and Do

Arriving at practical details, the architect prepares specifications describing in detail materials and methods of construction. He prepares detail drawings and occasionally models, procures estimates from building contractors, has charge of letting contracts, and supervises the construction of buildings which he has designed. During the pro-

(Continued on Page 3)

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, May 1, 12:30 p. m.

ration point (in normal times) has not been reached for good architects.

3 Viewpoints Stated

Now consider these three statements, taken from diverse sources and waiting for someone to correlate them:

A Columbia University survey shows that, not including emergency Government work, 96 per cent of all architects are unemployed.

The Bureau of Labor Statistics shows that in the last three years the number of American families has increased by 750,000, while the number of new family dwelling units has increased only 250,000.

The magazine Fortune stated recently that more than 50 per cent of American homes fall short of the minimum standards of decency,

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Edited By E. J. BRUNNER

Bid Depository Can Cure Evils

The main purpose of this article is twofold. I want to lay before you what I believe is a good system, and second I want to explain so no one can misunderstand just exactly how the Exchange is handling the depository.

The idea of depositing duplicate bids is not new. The Builders' and Traders' Exchange proposed it in Detroit in 1932. But of course at that time we did not have any arm of the government back of us to enforce. It has been tried with success by the Builders' Exchange of Louisville, Kentucky and of some other cities.

The incorporation of this plan in the Code of Fair Competition gives the industry a powerful tool which can actually cure bid peddling and bid shopping if it is worked out under the right system. On the other hand it will mean nothing if not worked under the right system.

No system is presented in the codes. So due to the fact that we still have free speech and I have a page to fill I am going to give you a practical, simple idea which I hope the industry will approve.

AS TO SUB-CONTRACTORS: The sub-contractor will bring in person his duplicate bid and a sealed bid for each general with whom he is figuring to the depository at least 24 hours before the hour for the closing of the general bids. He will deposit his duplicate and the depository will stamp each of his sealed bids as follows: "A copy of this bid has been deposited in the depository (name of depository)." He will leave all his sealed bids with the depository and take a receipt—all these being time stamped. Then practically on the expiration of the twenty-four hour period before the closing of general bids he will deliver to the general contractors over the phone or otherwise his bid. Immediately after the closing time for the sub-bids, the depository will mail in packages to each general contractor the sealed bids.

AS TO GENERAL CONTRACTORS:—When the general contractor brings his duplicate before the expiration of the closing hour he will bring sealed copy of bid to the architect or owner and the same procedure will be followed as in case of sub.

AS TO SEPARATE CONTRACTS:—They will be handled exactly the same as generals or subs noting of course that the closing hour for general bids applies.

This system has the advantage of requiring much less travelling around town by both generals and subs. Each one makes just one trip to the depository.

This if worked will absolutely stop bid peddling and bid shopping. It can be worked only if there is one central depository in the city. It does place added responsibility on the depository. The Builders' and Traders' Exchange can handle this system if it is put in force.

I give full credit for this plan to members of the industry with whom I have consulted, and special credit to the Detroit Electrical Contractors' Association which originated the "stamp idea" (the idea of stamping the sealed bids). They are having this done now.

And now I want to explain just how we are handling the work without the aid of any system set up by the industry.

When a contractor (either general or sub brings in his duplicate bid, we give him a receipt showing the time of delivery to us. We put the bid in a receptacle which is sealed at the expiration of the closing hour, the sealing being witnessed. If bids come in later, we tie them to the outside of the receptacle.

We place the receptacles in a large room vault with a regular big vault door worked by combination which is kept locked. We can open these boxes only in the presence of proper committee any time after forty-eight hours have expired since the closing of the general bids. We can deliver the bids only to properly accredited code agencies. None has appeared as yet properly qualified so all the bids are still reposing in the big vault.

There is one exception to our procedure and that has been devised by the Detroit Electrical Contractors' Association which has entered into contract with us for us to become the bid depository for that association (not as a code authority). Each of their members brings not only his duplicate but also each sealed bid, and we stamp each sealed bid with these words, "Copy of this bid has been deposited in the Bid Depository for the Electrical Contracting Industry." After having their bids so stamped they themselves deliver them.

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WHAT SHALL WE DO WITH THE BOY?

(Continued from Page 1)

gress of the work he checks the contractor's requisitions, issues certificates for payments, checks the final bills, and certifies to the completion of the building.

He correlates the various engineering services which insure that a building will function properly, such as structural, heating and ventilating, sanitary and electrical engineering.

He must have an intimate knowledge of a score or more of the building trades; of the costs, characteristics and uses of many building materials; of plumbing, heating and ventilating, and electric wiring; of finishing, decoration and furnishing; of landscaping and community planning; of construction engineering; and of business management.

He must be familiar with and conform to the local building codes, local zoning and fire prevention ordinances, and to state laws in such matters as factory planning.

An Economic Barometer

He spends his client's money for him and is mediator between client and contractor, between contractor and laborer, and among all the diverse trades concerned in the operation. He is required to exercise judicial control over from 40 to 50 trades on any building of considerable consequence, and even on small buildings must deal with quite a number of trades.

Registration to practice as architect is now required in 34 of the 48 states, and in the District of Columbia. Twenty-nine schools or colleges are members of the Association of Collegiate Schools of Architecture.

The young architect usually goes first into the office of an established architect, for experience. It is a profession that instantly registers any change in economic conditions. During the very prosperous years, architects shared the grandiose notions of a

mad period and many of them became little better than promoters of gigantic building projects.

But when hard times came these projects were left standing half-finished or remained in the paper stage, and the wealthy clients vanished. The employment of architects dropped until not more than one of seven architects and draftsmen were at work.

6,000 Train Each Year

Almost the first thing to be affected by hard times is building, and the architect is singularly uncomprehended by the average householder. Since the average man has need of an architect only once in his lifetime—when he builds his home—the relationship between the architect and his public is remarkably slender.

There were, in 1930, 22,000 architects, of whom only 379 were women. The colleges of the United States are training 6,000 architects every year, and the professional life is estimated at 40 years; thus, thinks Charles Butler, chairman of the committee on education, A. I. A., "giving us an oversupply."

Mr. Hall believes that if business were uniform throughout the year, "and there was not the necessity for a mad rush to finish architectural jobs in an unreasonably short time, a single architect continuously employed could, with his own hands and brain, take care of the architectural needs of a population of 5,500."

On that basis there is now room for 24,000 architects. Mr. Hall's office, after careful research, has reached the conclusion that one well organized architect's office for every 25,000 population for the entire United States would adequately serve the public.

It is generally agreed that architects' offices made up of partnerships of two or three men are more highly efficient than offices composed of a

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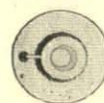
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single man, because the partners have a better opportunity to specialize.

Needs Eye For Errors

There is also the army of assistants who make up the office organizations of practicing architects. "While it is true," says Mr. Hall, "that these assistants make many decisions without consulting with their principal, he is responsible for all decisions, so that when he delegates work to an assistant he must be sufficiently expert to know that the assistant is qualified, and he must be able to detect any errors on the part of his assistants."

The National Council reports that for each of the years 1928 and 1929, the architects' offices of the United States, reported to be 9,087, handled, in round numbers, \$5,900,000,000 worth of building construction out of a construction industry program of about \$8,000,000,000. Business fell off until 1932 business in the construction industry dropped down into the neighborhood of 1 per cent of what it was in 1928. In 1932, says Mr. Hall, there were 6,000 architects' offices kept open. Of these offices, "only 5,200 had a single job throughout the year."

The National Council is the first to admit, however, that these figures are abnormal and nothing of the future possibilities can be based on them.

Arrangements For Fees

The architect does not advertise. His charges are made to his client only, and it is unethical to receive commissions, fees or favors from a contractor or other interested person. The accepted minimum charge for his services, based upon the total cost of work complete, is about 6 per cent. On residential work, a higher charge is proper, often 10 per cent.

While salaries of draftsmen vary, in the larger cities the young college graduate in architecture

may start with a salary of \$30 to \$40 a week, while the experienced draftsman, skilled in either design or practical details may receive \$100 a week.

Earnings of a young architect in practice for himself are irregular. On a \$10,000 residence he may receive a gross fee of \$1,000, while a \$100,000 office building would bring in \$6,000; taking into consideration office expense, less than half the fee is net profit.

The architect is also entitled to compensation for articles purchased under his direction. Where he is not otherwise retained, consultation fees are paid for professional advice. In many instances "cost plus" is charged; a fixed fee or monthly retainer is agreed on, and the client pays the cost of drawings and specifications.

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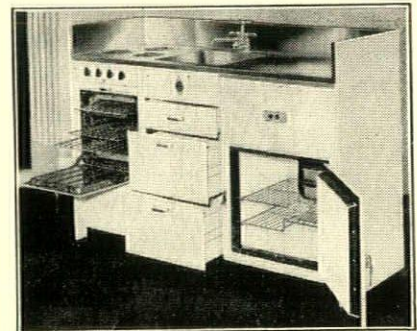
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DETROIT, MICH., MAY 8, 1934

No. 19

CHAPTER, SOCIETY PRE-CONVENTION MEETING

The joint meeting of the Michigan Society of Architects and the Detroit Chapter of The American Institute of Architects held at La Casa Loma along with the nuts and soup on the evening of April 25th was resplendent with names of the great and the near-great whom you know, or ought to know. For instance:

G. Frank Corder, Houser extraordinaire. And, by the way, we were glad he was there because before the dinner in a room which should have been a cocktail room, but wasn't, we tuned in on Walter Blucher's talk on the Detroit Housing Project. Of course, this was right down Frank's alley, or do they have alleys in housing projects?

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, May 8, 12:30 p. m.

C. William Palmer, than whom there is no—you know the rest. As president of the Detroit Chapter he requested, nay, insisted that Mr. Clair Ditchy, president of the Michigan Society of Architects (non-partisan, or as some say, partesian) preside at the business session following the dinner, if any. Lance Sukert, after making a definite reservation not to attend did the usual unexpected thing and showed up. This was after the dinner, however, as the last time he dined there they spilled soup on him, just as they did Mrs. August Helbig.

Dave Williams, Treasurer of the Chapter, who moves that the expenses of the President of the Society be paid to the A. I. A. Convention, and right back comes Andy Morison, Treasurer of the Society moving that the Chapter pay the expenses of its president. Both treasurers were thrown for a loss,

or struck out or something, which may add to the tax rolls. Al Herman, former treasurer of the Chapter sat through it with a broad smile, showing his white teeth beneath a dark mustache. Andy has had no predecessor for so many years that memory runs not to the contrary or words to that effect.

Charley Agree, who hasn't received the Bulletin since B. D. (before the depression), shows up for the first time since the Grand Rapids Convention, and was that a Convention! The reason is that his addressing plate is eight years old and had become a bit illegible. He is all reinstated now and promises to attend regularly, as does his friend, I. M. Lewis.

W. E. N. Hunter, who receives our vote for typifying the real architect, distinguished, dignified and everything, and it is not only in looks. His son, Don is now in Washington, to return in a few days. We had hoped that he would time his trip so as to be able to act as a delegate to the Convention.

Milton Pettibone, who brings encouraging news from his frontier, and Chester Sorenson of the Home Owners' Loan Corporation, both architects of prominence. We should have more of our members in such key positions.

Herbert Wenzell, about whom we expect to hear more in connection with the architectural jury to the City Plan Commission, together with Ken Bell Wirt Rowland, Hugh Keyes and Al Leone. The City Plan Commission is taking up in earnest the

(Continued on Page 3)

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Edited By E. J. BRUNNER

More About Picnic Idea

In April 17 issue of this bulletin, we started something when we told you about Erwin Farr's idea of having every association in Detroit's construction industry participate in the Builders' and Traders' Exchange Annual Picnic which has now been placed on the calendar

June 28 at Tashmoo

Let that date and place sink in your mind. Maybe I should not have said, "sink"—it depends on what type of mind you have.

Well, the best and easiest way for me to explain further is simply to reprint a letter which Erwin, the chairman of our Entertainment Committee has sent to each association:

Gentlemen:

The Builders' and Traders' Exchange has prepared for its Annual Picnic, June 28th, Tashmoo Park.

There is every reason for making this an industry picnic, and we hereby invite your association to join with us on this picnic. We are inviting a number of the representative associations and we trust that your association will give this invitation earnest consideration.

Some associations have suggested that it is a good thing to hold a picnic and think this joint method will be fine. The way we see it, the Builders' and Traders' Exchange makes the arrangements, attends to the advertising and the associations could advertise to their members that they are having a picnic on the same day we are and are joining in with our picnic.

All the plans have not been made as yet and before they are, we shall call a meeting and we want you to appoint and have ready to attend that meeting, one or two representatives of your association. Please let us know who your appointees are.

Some very interesting features can be worked out depending upon the wishes of the various associations. For instance, some associations will probably like to take a stateroom and entertain on the boat. Possibly some associations will want to arrange for their members to congregate separately on the island part of the time.

Everyone we have talked to thinks it will be fine advertising for each of the associations that enters into it.

May we impress upon you now, the necessity of calling this to the attention of your organization

at an early date so that you can join with us on this plan.

Yours very truly.

ENTERTAINMENT COMMITTEE

Erwin J. Farr, Chairman

Let us all get behind this idea and push it. It will be well for the industry to acquire "a real experience in cooperation." It will pave the way for other forms of cooperation.

Remember this—the picnic happens no matter if no other association sees fit to join in the arrangements. The Builders and Traders' have never carried less than 300 but this year it should be 1200.

Also remember this—the Builders' and Traders' never makes a dime of profit off its picnic. Never do we run it as a means of getting funds for the association. The cost is the ticket for the boatride to Tashmoo Park and return, and the expense of your meals at the park. The big majority pack their own picnic baskets and have "high old times" eating in self chosen groups. Furthermore if one wishes he can drive and be ferried to the Park.

Therefore do you not think it will be a wonderful setup. If the trade association you belong to has not taken action, bring it up in a meeting. Let's push. If your association wants to be entirely independent about its arrangements—that will be perfectly alright too. But let the whole industry go to Tashmoo for the day.

It will not be long now before a meeting is called of "the old Guard Entertainment Pushers" and you are welcome to join. These "pushers" will see to it that the picnic is a success.

WEEKLY LUNCHEONS ARE AS GOOD AS EVER

Don't Miss Them

Tuesday, May 1, our friend Doctor Rosinger, Real Estate Editor of the Detroit News, appeared as a specially invited guest, though he should need no invitation. He brought with him Mr. Chester Heckle young architect of St. Louis and winner of last year's James Harrison Stedman Fellowship, which stipend carried with it a year's travel in Europe.

Mr. Stedman, who appears to be in his twenties, wears a beard and has every appearance of the Architect-Artist. He told of touring Europe on a bicycle, covering as much as 50 miles a day, and

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the difficulty of doing any real sketching after such strenuous exercise. He observed much however, and has a store of interesting knowledge, which he imparts most freely.

He told of the young peoples' hostels, which were most reasonable and intended to encourage travel by the students. His bicycle, he said, had three speeds, and he learned to use low gear on the hills. He carried his own sleeping bag and the hosts furnished blankets, etc. for fifteen cents. Cooking was permitted provided the guest paid about five cents for gas. Guests gathered in the evening in the community room and enjoyed music and other entertainment in this "room of all nations."

He was particularly interested in the cathedral towns of England, since London had little to offer in the way of modern architecture. In London, he stated, they have been satisfied to change mouldings and refine other such details.

The countryside of Norway, while the roads were more difficult to traverse, he found more interesting even than Switzerland. In Stockholm he found much interest in the City Hall, and using his best Swedish asked for a soda and a bun only to find they brought him a cold tomatoe and a glass of milk. This he devoured with great relish, just as if he had ordered it.

Mr. Heckle visited the Villa of Mr. Carl Milles, sculptor, in Stockholm, which he found to be a veritable treasure house of sculpture and art.

CHAPTER, SOCIETY PRE-CONVENTION MEETING

(Continued from Page 1)

matter of some architectural unification in the rebuilding of Woodward Avenue.

Cuthbert and Bennett of Ann Arbor who uphold the profession at our seat of learning, together with a strong section of the Michigan Society of Architects, believing as they do that there should be such a unit in every city in Michigan.

Harry L. White of the firm of B. C. Wetzel and Co., both of whom are members of the Society. They should both belong to the Chapter as well. Bill Kuni, who has ideas on the architects' code and how to include it in a minimum fee. As it stands now, he says, the minimum fee has been ruled out as being arbitrary price fixing. Other units of the building industry have accomplished their purpose by furnishing a list price and a discount. There seems to be nothing in the way of organizations getting together and agreeing upon a discount from the list, which then becomes a part of the code.

Louis Kamper, always the same and always good natured, and liked by every one. Maybe he will be one of the Society's delegates to the Convention at Washington.

J. Lawson Miller, staunch and dependable. Although he has little to say his presence adds much to the meetings. H. R. Wright, not yet registered, but he will be soon, because he is on the right track. Then he will be a member of both organizations. And there was one other present, but he doesn't matter.

Clarence Gudnau of Murray W. Sales and Co.'s new bath tub fame made a reservation, but did not appear.

And now, with that out of the way, we can proceed to the real business of the evening. The discussion covered everything from contractor-architects to publicity for the profession, with Frank Cordner making the bold statement that architects should take more cognizance of the beauty element. My gawd, a beauty contest for architects? He stated that the picture taken at our last MSA Convention showing him explaining the model of the Detroit Housing project to a beautiful young lady was reprinted from Maine to Mexico. He attributes that to the fact that there was a beautiful young lady in the picture. Well, Frank is too modest, anyway.

Regarding the A. I. A. Convention it was the consensus of opinion that this would probably be the liveliest one ever held. Conditions in the entire industry are in the balance at this time, and something important is bound to happen. Those who will probably represent us at Washington are as follows: Messrs. Grylls, Malcomson, Lorch, Palmer, Sukert, Gamber, Eurich, Cordner, Williams, Hyde, Bennett, Kamper, Ditchy. The boards of directors were authorized to select alternates and delegates, up to six for the Chapter and two for the Society, in case those named could not attend. Mr. Palmer stated that the Grand Rapids Chapter had written him that they would not be represented and requested that the Detroit Chapter represent them by proxy.

NOTE: President Palmer has just received word from W. G. Malcomson at Lake Hamilton, Florida, that he will be coming North by way of Washington.

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WEDNESDAY-THURSDAY

MAY 9 AND 10

Spencer Tracy—Madge Evans in "The Show-Off" plus
Sally Eilers—Richard Arlen in "She Made Her Bed"

FRIDAY-SATURDAY

MAY 11 AND 12

Paul Muni—Glenda Farrell in "Hi, Nellie"
Sat. 11 P. M.—Neil Hamilton in "As the Devil Commands"

SUNDAY-MONDAY-TUESDAY

MAY 13, 14 AND 15

Frederic March—Evelyn Venable in the stage success
"Death Takes a Holiday"

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DETROIT

at Convention time and will serve as a Delegate. He further states, "I will ride home with the Detroit delegation as before—provided that Dave Williams promises not to mix deer hunting with pleasure driving, and that Gamber learns some new songs."

There was much discussion of the candidates for President of the Institute. Messrs. Russel and Bergstrom, and plenty of support for both, as well as for Mr. McGinnis, now First Vice-President, who is in line for the presidency.

Regarding contractor-architects, there seems to be a number of firms, both large and small who still persist in offering architectural services in connection with their contracting business. This is a matter which will undoubtedly come up at the Convention in connection with the code of fair practice for the building industry and it was decided to have our delegates handle this matter there. Names were mentioned, however, and in case we don't get action there may be such a thing as publication of those names, with the request that architects scratch the names of such firms from their lists. This seems to be a fair procedure. They should make up their minds whether they want to be one or the other. If they choose to be architects they should not ask to figure in our offices, while in competition with us. You'd be surprised at the names mentioned, violating this clause of the Master Code.

It was suggested that the secretary of the Chapter and the secretary of the Society act as clearing house for informing the architects of these offending firms, but the matter was left for our delegates to the Convention. Mr. Palmer suggested that if no action were taken at the Convention that we invite the contractors to meet with us after Convention and place our cards on the table, asking them point blank, whether or not they engaged in such practice. This, he felt, was a better way to straighten out our differences. Mr. Sukert was delegated as our representative to present this matter to the Convention, should the opportunity present itself.

Mr. Sukert spoke on the new Awning Code for Detroit, and it was decided to appoint a committee to approach the Building Department regarding an architectural jury to pass on designs submitted to the Building Department, such as is in effect at Washington, Cincinnati and other cities.

A letter from the Indiana Chapter on The American Institute of Architects relative to fees for architectural services on Government work being the same as prescribed in the A. I. A. schedule for

private work was read and discussed. It was referred to Mr. H. J. Maxwell Grylls, our representative on the National Code Committee, with a request that he attend the next Tuesday luncheon and advise us on this matter.

A resolution was passed instructing the secretary to thank The Detroit News and Miss Florence Davies for the splendid recognition given the architects in the article on the Art page of the News of Sunday, April 22nd, in which they featured "The Architect Begins It," with a number of pictures and editorial matter on recent Washington Boulevard shop fronts.

Another resolution instructed the secretary to thank the Detroit News and Mr. Cyril Arthur Player for his splendid presentation of the architects' side of the series, "What Shall We Do With The Boys?" It was felt that this article was prepared with a great deal of thought, all of which rebounds to the credit of the profession.

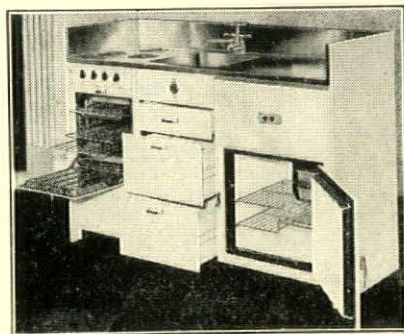
Messrs. Sukert and Ditchy both spoke on the splendid work of the Detroit Board of Commerce, and urged that the two architectural organizations support them by at least taking out memberships for the groups.

Mr. Cordner waxed a bit pessimistic when he stated that he had been attending meetings of the Society and Chapter for the past ten years and that they always talked about the same things and never did anything. We can't help but feel that this was more of a challenge than a criticism, because Frank keeps coming, and he knows full well that some good is resulting, though it is slow.

The meeting adjourned at 11:30 P. M. and what happened after that is nobody's business.

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Published Weekly. Subscription Price: \$2.00 per year.

Entered as second-class matter December 9, 1930, at the Post office at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 8.

DETROIT, MICH., MAY 15, 1934

No. 20

HABS COMES TO A CLOSE

The Historic American Buildings Survey, under the direction of Branson V. Gamber, Michigan District Officer has come to an official close.

One of the last assignments was for squad members to comb the state for information to complete card files on such buildings as might be considered good architectural examples, having historical background to render them worthy of measuring and drawing at some future time, should the project be resumed.

This was in response to a request from Thomas C. Vint, Chief Architect, Branch of Plans and Design of the Office of National Parks, Buildings and Reservations, a bureau of the Department of the Interior. The project lasted for about ten weeks and employed approximately 1200 architects and draftsmen throughout the country. It was submitted by Director Arno B. Cammerer of the Office of National Parks, Buildings and Reservations and was approved by Secretary of the Interior, Ickes, and the Federal Relief Administrator Hopkins.

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, May 15th, 12:30 p. m.

Needless to say, during that time the surface was only scratched, insofar as a comprehensive record of our historical buildings is concerned. Therefore, the Department at Washington ordered as a last-minute expedient that all those working on the project devote their time, not to measuring and drawing, but to gathering data and listing such other monuments as might come under this project, when and if it should be resumed at some future time.

Practically the entire state was covered and within a few days many hitherto undiscovered monuments were brought out. The Detroit group included some sixteen men, who went out in parties of two. These eight groups covered practically every section of the state.

Speaking personally the writer can say that our state is replete with historical lore connected with its architectural monuments. For instance; the writer and Frank Wright left Detroit and before we were well outside its limits we came upon the old Bottsford Tavern on Grand River Avenue north of the Eight Mile Road. It was built in 1835 by

Frank Bottsford, and was a famous stopping place for cattle rangers coming to Detroit, who stopped there on Friday nights, and drove their herds into Detroit on Saturday mornings. It is now owned by Henry Ford, is in a good state of preservation and has its original hardware, doors, trim, etc.

The old Edward Steele Grist Mill near Farmington still stands after over a hundred years, and the story goes that the miller, Uncle Peter Steele, ground "slow but exceedingly fine." A lad was sent to this mill on a Saturday afternoon with a "turn" of wheat to be ground. He left it with the miller and went fishing, then swimming, and after this he came back to the mill and his flour was still not ready. He said to the miller, "Uncle Peter, I could eat flour faster than your mill grinds it." The miller said to the lad, "How long?" and the lad said, "Until I starved to death."

In Lansing we came upon many interesting examples, all of which constituted a liberal education in the history of our state. One of the interesting ones had to do with the home of one of our members of the Detroit Chapter of the American Institute of Architects and the Michigan Society of Architects, Mr. Edwin A. Bowd. His present home is known as the "Governor's Mansion," in which no governor ever lived. It was built about 1857 on a corner of the property which was then the site of the original capitol. The then governor of Michigan was a wealthy planter from the upper peninsula and he frowned on it. He would have nothing to do with it. For some years it stood vacant when finally an attorney general and other state officials occupied it intermittently. Later it was sold to a railroad official who used it as a railroad office for a number of years.

Some years later Mr. Bowd, the architect, purchased it and used it for both his office and his home, moving it in 1925 to a site in a residential section, since which time it has been his home. It

(Continued on Page 4)

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Edwin Kriehoff, President; Mason P. Rumney, Vice-President; Albert F. Pudrith, Treasurer; Edwin J. Brunner, Secretary;
Directors:—Fred Anderson, Albert Beaver, Roy Boomer, Claude Filer, Walter Trowell, Edward Schroeder.

439 Pensacola Bldg., Randolph 5500

Edited By E. J. BRUNNER

TOMORROW

Providing this magazine reaches you Monday, May 14, tomorrow we golf. The first golf outing takes place Tuesday, May 15, at Rammler; tee off at 1:30. The total charge for golf (all day, if you have the time) and dinner and prizes, is \$1.75. To those of you who have played Rammlers with the Architects and Builders and Traders, there is no more to be said. You know that Bill Seeley has made all the arrangements for a good day, a good meal, and a good time.

To those of you who have not been one of the hundreds who have played with us, we can say, without reservation, that our golf outings are the kind you have had in your mind as the ideal. This is true no matter whether you emphasize the nineteenth hole, the technique of the game, or whether any other particular brand of fun marks you as devotee. This statement can be boiled into, "Our outings are cosmopolitan."

Come on out and meet your fellow workers of the construction industry. Bring your foursome if you so desire. Otherwise, you will be taken care of to your satisfaction.

Do not let your prowess or lack of it keep you away. If you shoot the eighties, you will find company. If you shoot in the 150's see the secretary of the exchange. He can show you how to increase such a score.

* * *

GOLF OUTINGS ARE NOT TOPSIES

Topsy said, "I 'spect I jus' grewed." Sometimes we forget that golf outings are not Topsyies. In fact, Topsy must have been brought into the world through mingled joys and trouble, but she didn't know it.

A golf outing must be planned for. In the first place, there must be some unit of effort behind the plan. In the second place, there must be arrangements made, prices bargained for, and the set-up made right. In the third place, there must be notices and publicity. In the fourth place, there must be records kept. In the fifth place, there must be satisfaction given. A golf outing is not so simple as it sounds. Bill Seeley, our golf chairman, spends quite a bit of time on our outings. Your secretary spends some time on them. This sheet is evidence. If you do not think it takes any time to put your thoughts into words enough to fill this space once each week—try it. It costs for postal cards for the notices. It costs to use the machinery to print the cards (in the good old days, we hired the print-

ing done). The Exchange really does put a certain small investment in time and incidentals such as many telephone calls, into each outing. It never takes a penny out of the outings.

It takes a machine to do such things. The Builders' and Traders' is exactly that. It is a machine turning out "Promotion of Business Contact" services for the industry. Golf outings are a setting for promotion of business contact so, therefore, are a logical part of the mission of the Exchange even if they are but an incidental part of the whole picture.

It is the little things which go to make up the big things. That is doubtless why the industry, as a whole, does not appreciate the Builders' and Traders' Exchange as much as it should.

Let us observe some of its many activities:

First and foremost is the publishing of building construction reports. This service is received by every member. It is a thoroughly up-to-date and reliable service. The whole cost of membership, \$50 a year including the service delivered twice a week, is not more than the cost of comparable building report services alone. To the members of the Exchange, the reports are a necessary tool. If they did not obtain them from the exchange, they would, in practically every case, have to obtain them somewhere else. So, seeing the Exchange furnishes this necessary tool, it can be truthfully said that, for all the other privileges of membership, there is not the cost of a thin dime.

The reports are a real service to the architects as well as to the builders and traders. They are because they enable the architect to publish to a large picked list of the industry without any charge or trouble that information about his jobs which it is necessary for the industry to have in order to bid. By publishing this news, he saves himself countless phone calls and other interruptions to his business. The more thoroughly architects co-operate the better they are protected.

If any member or any architect wants a credit report, the Exchange furnishes the service at a unit cost (not a penny of profit or overhead added). Therefore, this service, each year, costs the Exchange a minor amount of money. But the service is here for the industry.

How many times in one short month have you called the information bureau of the Exchange? The aggregate of calls runs many each day—sometimes as high as thirty a day even in these doldrum times.

And then, on top of all this, there is the constant association activity. The Board of Directors meet-

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the world's first long-distance telephone call was made from this house to Detroit. Two years later Bell talked from Boston."

The Kerr house stands at 213 East Joseph Street, in Lansing. It was built in the early 1850's by John A. Kerr, who moved to Lansing from Detroit to publish the State Republican, forerunner of the present Lansing State Journal. History has it that Kerr was a famous eater, spender and drinker, who traveled to Detroit twice a year over plank roads to replenish his larder and cellar, spending \$15,000 a year to maintain his home, the first in Lansing to use gas, which was manufactured in the basement.

The present Lansing Chamber of Commerce Building was built 75 years ago by Christopher Columbus Darling, grandfather of H. Jerome Darling who is at present a practicing architect of Detroit. The elder Darling was a pioneer hotel man of Lansing and he gave the building to his daughter Sarah upon her marriage on September 1st, 1917 to Rowland C. Dart. Later it passed into the hands of William K. Prudden and wife, who gave it and the adjoining Prudden auditorium to the City of Lansing.

In 1855 George W. Peck, then Speaker of the House, built a home at 1025 North Washington Avenue, Lansing. During that year the State Capitol was moved from Detroit to Lansing. Peck was appointed by President Polk as post master of Lansing, and Peck was one of one hundred who gathered under the oaks at Jackson to form the Republican Party, which five years later elected Lincoln as president.

At Hartland, Michigan the Hartland Music Hall was built about 75 years ago. Through the generosity of Mr. J. R. Crouse of that village it was restored in 1932 under the direction of Professor Emil Lorch of the College of Architecture, University of Michigan, into a Music Hall, in connection with a model village.

At Flint the former home of ex-Governor Josiah W. Begole was built in about 1845, at the southwest corner of Beech Street and Court Street, West. In 1930 it was cut into two sections and moved to 3401 Westwood Parkway, an exclusive residential section. At this time the architects for the present

owner, Mr. Edward Cumings, were Wright and Nice of Flint. They made extensive repairs but kept the original character.

Altogether the experience for those engaged on the project has meant a liberal education in the history of the architecture of our state, and we hope that it has contributed materially to the records at Washington.

FORD PHOTO MURAL FOR FAIR TO BE WORLD'S LARGEST

The largest photo mural ever made, is now being executed for exhibition in the Ford Building at the Century of Progress. Nearly 600 feet long and 20 feet high, it will almost encircle the rotunda of the building. Seventeen scenes, comprising 97 panels will make up the finished picture, which will take 40 men a month to complete.

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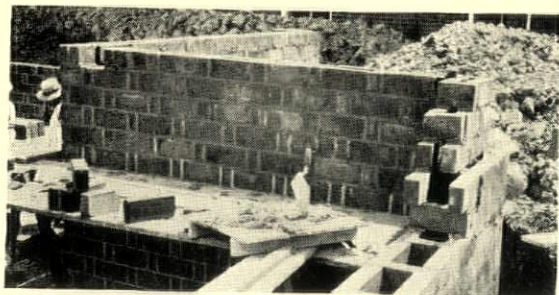
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Following the custom of assigning each meeting to one of their members in order that the romance of a particular product may be unfolded, the Producers, this month, have chosen the Otis Elevator Company. Their subject will be:

"EMPIRES OF STEEL"

The illustrated lecture will depict details in the construction of the Empire State Building in New York. Those who have heard Bill Carey, realize that he is perfectly capable of giving all of the details.

In addition, there will be shown moving pictures of the construction of the U. S. Dirigible Macon.

HABS COMES TO A CLOSE

(Continued from Page 1)

is of good architectural character and well preserved.

Another home in Lansing was that of Dr. George B. Richmond, a dentist and inventor of note, who never realized anything on his efforts because he was always too ready and willing to publish his ideas in trade journals and to make speeches before scientific organizations, without taking the slightest precautions to protect his interests.

Doctor Richmond, while essentially a dentist, spent his spare time at inventing, and many are the devices attributed to him, including the telephone, phonograph, vulcanizing, dental methods used today, and a score of others. In this house in 1878 an agent of Alexander Graham Bell offered Richmond \$10,000 for his telephone, but Richmond would not accept, chiefly because citizens of Lansing urged him not to. They offered to raise capital to keep the industry in Lansing. They raised \$50.50 and Bell went ahead with an inferior article. "It is a sober fact," states the Lansing State Journal, "that Dr. Richmond invented the telephone which we have today, and that in 1874

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WEDNESDAY-THURSDAY MAY 16 and 17
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Edward G. Robinson in "Dark Hazard"
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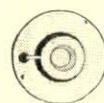
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ing twice each month, surveys all the problems affecting the industry. We think we do our part. The membership should be doubled this year. Do your part as either a friend or member. What is it? First get better acquainted with what the Builders' and Traders' is doing. Second, pass the good word along. If the whole industry belonged here where they should all belong, we could do wonderful things for the industry. In fact, we are doing pretty well for the industry right now, and are not offering alibis.

DIVISIONAL CODE AUTHORITY FOR MICHIGAN

The Divisional Code Authority for General Contractors, Inc., has appointed a Michigan State Administrative Agency, which has elected officers and established an office.

The Michigan Agency is composed of H. L. Frisinger, Lewis & Frisinger, Highway Contractors, Ann Arbor, as Chairman; Herman Banbrook, Banbrook-Gowan Company, Building Contractors, Detroit, as Vice-Chairman; O. W. Burke, O. W. Burke Company, Building Contractors, Detroit, as Treasurer; C. E. Cooke, Geo. R. Cooke Company, Heavy Contractors, Detroit; R. H. Goode, Dunbar & Sullivan Dredging Company, Heavy Contractors, Detroit; D. W. Kimball, Owen, Ames, Kimball Company, Building Contractors, Grand Rapids; and Walter Tobe, Highway Contractor, Shingleton. R. A. MacMullan was appointed by the Agency as Secretary, with offices established at 1248 Book Building, Detroit.

The Divisional Code Authority for General Contractors, Inc., at Washington, is the national agency responsible to the N. R. A. for the administration of the Construction Codes insofar as they apply to general contractors, and the Michigan State Administrative Agency becomes its local agent.

The main duties of the Michigan Agency are to work in conjunction with the State N. R. A. Compliance Director to secure compliance of all general contractors in Michigan. It will hear any complaints of violation of the Code, and take necessary steps for compliance.

It will also be the duty of the State Agency to secure registration of all construction work where the job totals \$2,000.00 or over, with a payment of \$1.00 per thousand to the Divisional Code Authority for General Contractors, Inc., for expense of administration of the Code, which is required within fifteen days of the date upon which the job is undertaken.

For this purpose, four registrars have been appointed, namely: F. L. Dykema, Murray Building, Grand Rapids; E. J. Early, 439 Penobscot Building, Detroit; L. W. Lamb, 510 Olds Tower Building, Lansing; and R. A. MacMullan, 1248 Book Building, Detroit.

U. OF M. COLLEGE OF ARCHITECTURE

On Wednesday, May 9, Mr. Irving K. Pond of Chicago gave a public lecture in the auditorium of the Architectural College, on "What Is Modern Architecture."

On April 27, Professor Ernest Wilby spoke on the "Fundamentals of Architectural Design."

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ADVISORY COMMITTEE FOR WIDER WOODWARD AVENUE

Herbert G. Wenzell, Chairman

Following the suggestion in the last issue of the Bulletin, I am glad to report on the activity of the Advisory Committee for Wider Woodward Avenue.

First, and of greatest importance, is the necessity for co-operation. Co-operation in a real and practical way. The idea of a beginning for a finer and better Woodward Avenue means selling the idea of harmonious architecture. It will pay, it will set an example, this opportunity is unique. If successful, it will receive national publicity. If it fails, it will be through lack of co-operation. It will mean real work for the City Plan Commission, and the Woodward Avenue Improvement Association. To the architects and realtors, the picture is clear, but to the harrassed owner the vision, by this time, is dimmed. If it can be brought to him that, for no greater expenditure than he had planned, he can by co-operation in control help to bring back Woodward Avenue where it rightfully belongs, then the job is done.

At present, the consideration is mainly that of altered fronts. To the owner, this problem appears simple. Nine times out of ten he contemplates simply the replacing of his present front to the new line at a minimum cost. This committee hopes to show that a front entirely new will cost little if any more. The new front, however, will be distinctive and, most important, it will not clash with its neighbors. It will be part of a harmonious treatment.

If this voluntary control should, in general, be subscribed to by a majority of Woodward Avenue property owners, the architects and realtors can, with confidence, vision what Woodward Avenue will be ten years hence, should owners find the idea of voluntary control economically sound. Such future control would involve the question of zoning, the goal of the ideal city.

The City Plan Commission has approved a method of procedure for securing the results contemplated.

First: Through Mr. Chandler of the Woodward Avenue Improvement Association, to arrange for a meeting with the City Plan Commission of owners or their representatives in each successive block, arranging for specific dates. At this meeting owners would present drawings or definitely declare their intentions. This material could be gathered and noted in order that the Advisory Committee could correlate the various designs.

Second: This Committee would then meet to study the problem of the block in question, prepare suggestions, etc.

Third: They would delegate one or two of the Committee to present their case to the owners or their representatives, at a specified date.

It is to be understood that this Committee is acting purely in an advisory capacity and under instructions from the City Plan Commission. In no sense is it intended to impose conditions or dictate in any way. We hope merely to show the importance of good design, its economy and practical benefit.

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LIEN PROTECTION

By George P. Kingston

Will our next Legislature provide Michigan's building industry with adequate mechanics' lien protection—lien legislation we can understand, comply with and invoke with a minimum of expense and delay?

What would constitute this ideal? Enactment of the Uniform Mechanics' Lien Act together with supplementary legislation that will placard the job with the data necessary to safeguard the lien right, protect an owner from unjust liability and subject the lien right to matters within rather than beyond the control of the lien claimant; and to place liens of \$500 or less within the jurisdiction of the Common Pleas Court or a local justice of the peace.

Listen, Hughes, what and the hell is the matter with you, putting in the Bulletin crax about you were going to delete something I wrote about "news reaching the Octagon by means of notes placed in bottles and floated around Cape Horn" because you were afraid it would offend your very dear friend E. C. Kemper? Not a word, Hughes, not a syllable. I believe that you are only the Kerensky of this revolution and that a sinister plot lies behind the implications of your words.

I see it all. You are trying to come between I and Kemper after all these years when a perfect understanding has existed between us. For years he has expected that I would not send in any report on the yearly activities of the Grand Rapids chapter, and I knew dam well I wouldn't. A perfect understanding existed, which is now jeopardized by your ill chosen remarks, which little did I expect after all these years of a careful study

of your writings, with no criticism on my part of your grammar and only a few complaints of your grampa. And now this!

As a matter of fact Mr. Kemper admires me very much, or at least he should, seeing that by almost superhuman exertions on my part the Grand Rapids chapter has emerged triumphant from the abyss of the depression (you better sit down, Graham) with \$4.25 in cash and all their bills paid. \$4.25 in the bank, Hughes, or rather not in the bank, in my pants pocket, because if we put it in the bank they would charge us \$1 a month for keeping it there, and I am not the fellow to leave the assets of my chapter be absorbed by the hell hounds of the banking industry. Is that a record or is that a record? I am the last fellow in the world to boast, Talmage, as you well know, but I think I may say without fear of contradiction that I am the best Chapter secretary in Grand Rapids and Mr. Kemper will, I am sure, be the first to admit it.

It ill behooves you to end such a perfect cordiality as has always existed between Mr. Kemper and Mr. Allen, to say nothing of that between Mr. Hughes and Mr. Allen, by such ill-judged remarks, and I hope and trust that you will take immediate steps to call in every copy of the Bulletin carrying your remarks in order to have the entire issue burned by the public hangman.

I would also return the last present I received at your hands on the occasion of my last visit to your squalid den on Madison avenue, only I find that it was opened (and drank) by mistake, so I have decided that possibly I may in time overlook your printed insults, provided there are enough of them.

Believe me, dear Mr. Hughes,

Yours faithfully,

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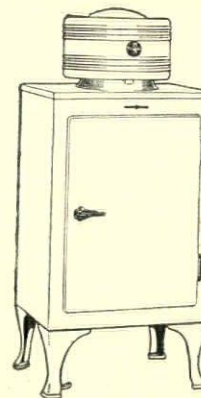
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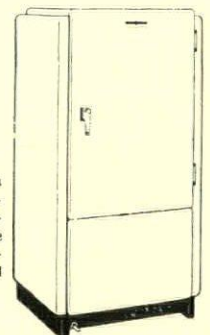
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WEEKLY BULLETIN



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Published Weekly. Subscription Price: \$2.00 per year.

Entered as second-class matter December 9, 1930, at the Postoffice at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 8

DETROIT, MICH., MAY 22, 1934

No. 21

POOR EDITORS

Bill Kapp forwards, to the Bulletin, copy of a letter from Architect and Rotarian Carl E. Macomber of Bay City, to The Rotarian. Bill writes, "Perhaps if more of our fellow architects were outspoken in such matters, the press might pay more attention to their comments." The letter follows:

The Rotarian,
211 West Wacker Drive,
Chicago, Illinois.
Gentlemen:

Without wanting in any way to appear to be critical, I want to call your attention to page 32 of the May Rotarian and the caption "Detroit's Art Institute (below) designed by Cass Gilbert, houses a famous

please credit Mr. Cret with the design of the Detroit Art Institute but do not connect him with the murals.

Rotarily yours,

(Signed) CARL E. MACOMBER.

Poor editors, we catch it, and considering the attitude of some publications, maybe we should be glad that the Rotarian mentioned an architect at all.

Another editor went wrong when he recently announced in an architectural journal published in an industrial city of the middle west (at \$2.00 per year) the Pencil Points Flat Glass Architectural Competition for the design of a detached residence, stating that there were five prizes ranging from \$50 to \$500, when actually there are twenty-nine prizes ranging from \$50 to \$1,000.

Ken Reid of Pencil Points, in calling our attention to the error in a more diplomatic manner than we deserve, points out that a thousand dollar prize is a more imposing mark to shoot at than a five hundred dollar prize, and twenty-nine prizes give more competitors a chance to win something.

Write Pencil Points, 330 West Forty-Second Street, New York, for a program. The competition closes June 4th.

Well Insulated

And, speaking of architects getting credit, Pictorial Review for May, carries an article entitled "I Got the House I Wanted," and while Charles S. Keefe, A. I. A., is mentioned in the sub-title, the article is written by the owner who takes all of the credit unto himself. Listen to this:

(Continued on page 3)

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, May 22, 12:30 p. m.

collection." The Detroit Institute of Arts was designed by Mr. Paul Cret of Philadelphia. The Detroit Public Library, illustrated on page 31 of the May issue, was designed by Mr. Cass Gilbert. In an issue of the Rotarian, for either March or April, the Detroit Art Institute was credited to Mr. Cass Gilbert and it is the repetition in the May issue which brings forth this comment.

It is my humble opinion that Mr. Paul Cret, in designing the Detroit Art Institute, did not by any stretch of the imagination ever contemplate that the walls of his beautiful building would ever be adorned by anything approaching the extremely controversial Rivera murals. Therefore,

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439 Penobscot Bldg., Randolph 5500

Edited By E. J. BRUNNER

First Golf Outing

The most important thing about the matter of a golf outing is, "What did they shoot?" Herewith it follows gross taken from the registration sheet in the order of registration:

Wm. F. Seeley, Western Waterproofing Co.....	92
Russ Hays	89
A. H. Aldinger, Jr., Walbridge, Aldinger Co.....	84
Geo. Emery, City of Detroit.....	91
F. C. Bagby, Western Waterproofing Co.....	95
Ivan Dise, Architect.....	112
Walter Ladendorf, Haggerty Brick Co.....	120
Harvey Zens, Zens & Nelson, Inc.....	107
Julius Frater, Walbridge, Aldinger Co.....	101
Ted Rogvov, Architect.....	139
R. Billett, Walbridge, Aldinger Co.....	107
T. W. Murray, Huron Portland Cement Co.....	135
O. W. Burke, O. W. Burke Co.....	95
A. J. O'Connor, Koenig Fuel & Supply Co.....	116
Jim Hemstreet, Parker Bros.....	111
Tony Dohmen, Architect.....	123
Jack Gamber, Revere Copper & Brass Co.....	121
H. B. Sutherland, Hurd Lumber Co.....	89
A. G. Ofenstein, Ofenstein Engineering Co.....	110
G. W. Jensen, Culbertson & Kelly Co.....	81
J. A. Morris, Culbertson & Kelly Co.....	85
Donald R. Graham, Donald R. Graham Plastering Co.....	77
R. L. Nyburg, A. B. See Elevator Co.....	100
R. Hestwood, Wardell Realty Co.....	110
R. Bruny, Bruny Bros.....	104
C. F. Beckwith, Olean Tile Co.....	105
Arthur Otis, Otis Elevator Co.....	106
Fred Cooley, Otis Elevator Co.....	98
A. B. Johnson, M. C. R. R.....	109
S. M. Keir, Square D Co.....	91
J. D. Stoddard, Detroit Testing Laboratory.....	89
E. S. Frey, Restrict Lumber Co.....	87
W. C. Restrict, Restrict Lumber Co.....	90
Geo. Heidt, Crowley-Milner Co.....	106
Bill Arlund, McMillan & Arlund.....	100
H. S. Nichols, Nichols Floor & Tile Co.....	110
Geo. H. Richardson, Boulevard Transfer Co.....	101
L. F. Joliat, L. F. Joliat Co.....	102
Larry Graham, Detroit Lumber Co.....	108
Wm. Brown, Carey Co.....	98
John Whittaker, John Whittaker Co.....	91
Webster Scheifile, Leinbach-Humphrey Co.....	105
Geo. E. Cruickshank, Krimmel & Cruickshank.....	93
G. W. Squier, Krimmel & Cruickshank.....	95
J. L. Krimmel, Krimmel & Cruickshank.....	107
A. W. Kutsche, A. W. Kutsche & Co.....	118
Carl S. Barry, Allied Construction Industries.....	101
W. E. Nichols, H. H. Robertson Co.....	101
Walter S. Trowell, Trowell Construction Co.....	125

Art Thurston, Gutherie and Brand Lumber Co.....	101
D. Gothro, Builders' and Traders' Exchange.....	117
M. Bailey, Master Co. of Detroit.....	129
E. J. Brunner, Builders' and Traders' Exchange.....	139
Edward Horning, Detroit Lumber Co.....	137
J. McGarrigle, Builders' and Traders' Exchange.....	128

As in the case of each of our outings, "The Big Cup," insured to hard traffic by use and glorified by traditions including its kidnapping, recovery and its wassails, was the prime interest of the shooting.

This cup is awarded to the low net player at each outing, player to keep possession until the next outing. Player, to be eligible, must have established a handicap by playing in at least five previous outings, not necessarily consecutive. In no case shall the handicap exceed 35 (which puts a big crimp in some of us honest though poor golfers) and the handicap is revised for each outing by selection of the five lowest scores.

At our May 15 outing, there was a tie for the cup between R. Bruny of Bruny Bros., and Francis Bagby of Western Waterproofing Co., the former with a gross of 104 and a handicap of 34, and the latter with a gross of 95 and a handicap of 25. The tie was decided by a putting contest conducted in the evening on the dining hall floor. It was an exciting contest for the spectators and, after many ties, was finally won by Bruny.

According to our ancient and notorious custom, the players were divided into flights and three prizes drawn from a hat for each flight. These were drawn as follows:

FIRST FLIGHT—First Prize, W. G. Squiers;
Second Prize, G. W. Jensen; Third Prize,
Russ Hays.

SECOND FLIGHT—First Prize, R. Bruny; Second Prize, C. F. Beckwith; Third Prize,
Geo. Heidt.

THIRD FLIGHT—First Prize, John McGarrigle;
Second Prize, E. J. Brunner; Third Prize,
Ivan Dise.

At the dinner following the outing, Edwin Kreighoff of Kreighoff Company, president of the Exchange, and Mason P. Rumney of Detroit Steel Products, vice-president of the Exchange, were present and spoke briefly. There were also other guests scattered among the golfers at the dinner. Walter Torbett of Detroit Steel Products, was the only one among these whose name caught in our registry.

The day was perfect, Rammler was in good condition, and everyone voted the occasion very successful. The next outing will be reported soon by Bill Seeley, golf manager.

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Dinner Meeting

WEBSTER HALL

Wednesday, May 23, 1934

Dinner at 6:00 P. M. (\$1.50)

REFRESHMENTS

The educational part of the program will be furnished by the Otis Elevator Co., who will show a motion picture made during the construction of the Empire State Building, called, "Empires of Steel," and one which will show the construction of the "U. S. S. Macon," the Navy's latest dirigible.

Mr. B. T. Farrell, of Otis Elevator Co., will give a short talk on the History, Development, and Recent Improvements in the Elevator Art.

We hope you will come and help us accomplish our purpose, which is, to promote a better understanding, and a friendly feeling, among Architects, Engineers, General Contractors and Producers in the Construction Industry.

POOR EDITORS

(Continued from page 1)

Probably my chief hobby in connection with my home is the getting of maximum comfort in winter and summer, and, having been connected with the refrigerating engineering industry for many years, I am fully acquainted with the necessity for good insulation. The house is heated with gas, and the insulation is so good that even in the coldest weather it takes more than an hour for the temperature to drop the necessary two degrees or so to bring the thermostat and furnace into action to boost up the temperature once more to the seventy-degree mark.

Bosh! Quoting further:

I hope before long to install a cooling system for summer time, but I already have a fairly cool house during the hot weather due to the effective insulation. This insulation makes it possible for me to take in the cool night air and then shut up the doors and windows, and have a house some twelve degrees cooler than outside during the day. But when I get my cooling apparatus I will not have to worry about this any more.

Bosh, again.

Their Reward

But the architect seems to bury his identity in his eagerness to best serve his client. Perhaps he is something like the lawyer:

An ideal trial lawyer, according to Max D. Steuer, who is said to receive \$1,000 a day for his court appearances, is an individual outwardly calm but

boiling within, always suave and gracious, never over-awed by a judge, but matching him always in courtesy, elaborately over-polite to opposing counsel and never missing a trick to the advantage of his client.

There is one architect, however, who seems to have made the grade. Nat Walker of Fort Meyers, Florida, was architect for the post office in that city and then he was appointed postmaster.

And the Grand Rapids Chronicle has gone pictorial and red-headed since Architect Roger Allen became editor.

Birthdays

And such famous people have birthdays this week—George Suigers, May 21; Ivan Dise, May 23; Harry L. White, May 26; Carl Kressbach, May 27; Austin Howe, May 27.

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MAY 23 and 24

James Cagney in "Jimmy The Gent"

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FRIDAY—SATURDAY

MAY 25 and 26

Buster Crabbe in "Search For Beauty"

Enjoy "The Big Bad Wolf" again

SUNDAY—MONDAY—TUESDAY

MAY 27, 28 and 29

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BULLETIN!

Just as we are going to press Mr. Albert Kahn is in receipt of a telegram from C. William Palmer, president of the Detroit Chapter, in attendance at the A. I. A. Convention at Washington stating that Mr. Regnar Ostberg will arrive here with the Detroit delegation Sunday morning. The party will breakfast at the Detroit Club, following which Mr. Ostberg will be entertained by Dr. and Mrs. Eliel Saarinen at their home at Cranbrook. Mr. Ostberg will then go to Ann Arbor to visit the University of Michigan, College of Architecture, returning to Detroit for a dinner given in his honor by Detroit architects Tuesday evening.

Keep This In Mind And Attend!

REGNAR OSTBERG DINNER

University Club

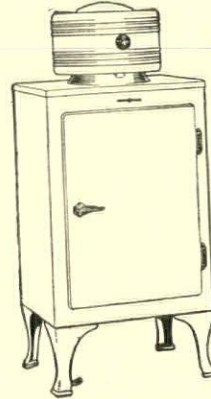
Tuesday, May 22nd, 7 P. M. (\$1.25)

Formal—Stag

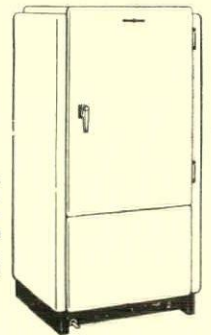
Make reservations not later than Tuesday noon with secretary, Detroit Chapter, A. I. A., 120 Madison Ave., Cherry 7660.

Mr. Ostberg, an eminent Swedish architect, is perhaps best known for his design of the Stockholm City Hall. He has just been awarded the American Institute of Architects' Gold Medal for 1934 at their 66th Annual Convention. The medal was presented by President Roosevelt at a function which took place at the White House on Thursday evening, May 17th.

Presenting Two New 1934 G-E Refrigerators



The General Electric Monitor Top Mechanism requires no attention, not even oiling. Introduced in 1927, its record is without a parallel for dependable performance at low cost year after year. First electric refrigerator to carry a 2-year guarantee, first with a 3-year guarantee, and first with a 4-year service plan. It now carries 5 years protection for only \$1 a year; the standard 1-year warranty plus 4 more years on its famous sealed-in-steel mechanism.



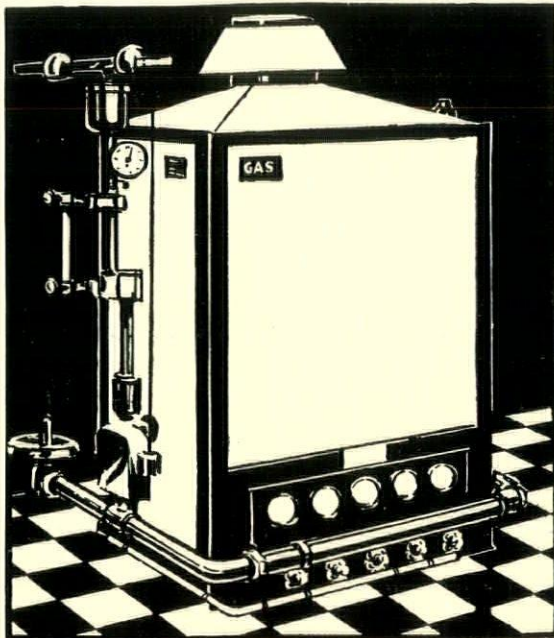
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WEEKLY BULLETIN



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Published Weekly. Subscription Price: \$2.00 per year.

Entered as second-class matter December 9, 1930, at the Postoffice at Detroit, Michigan, under the Act of March 3, 1879.

Vol. 8

DETROIT, MICH., MAY 29, 1934

No. 22

THE SIXTY-SIXTH CONVENTION

Who would volunteer to go as delegates to the Convention was the great question on our hands at the last general meeting of the Chapter and the Society.

Matters of great importance to all members of the profession were to be discussed and it was important that we send a representative delegation.

That your Board of Directors has the whole-hearted support of the members is shown by the fact that on the morning of the 16th twelve loyal supporters of the profession registered in at the Mayflower with that happy smile the Washington air of a spring morning gives everyone. Noted among these gallant men who paid their own expenses to represent Detroit were three of the most valuable senior members; Geo. D. Mason the Dean, W. G. Malcomson, the young Architect's friend and last but not least the great Toastmaster, H. J. Maxwell Grylls—the considerate gentleman who

affiliation of the out-state members of the Detroit Chapter.

The Convention was interesting all the way through but we all went down there expecting to argue till the wee small hours on many subjects, and to our surprise we found all the arguments settled before we got there, and settled in an amicable way. We have to thank our National Board of Directors for their untiring work in getting everything into ship-shape and to a great extent the Convention said "Aye-aye, Sir" to everything they presented to us—of course after minor changes.

One noticeable thing which shows the great stamina of the Architect was the lack of tears in any man's voice on account of the continued depression (or is it continued?) which shows that the Architect can take it on the chin as well as the best of them.

Would a report of a Convention be complete without mentioning our faithful long-time Secretary, Mr. Baldwin, who spends 366 days out of every year in the interests of the profession, and Mr. E. C. Kemper, who never gets roiled and who always straightens out your trouble to your advantage.

We might go on and on mentioning many names very worthy but space will not permit and to attend a series of Conventions is just like the big family coming home for Christmas—you will never miss one after you once start going.

Dave Williams carried the flag for the Grand Rapids Chapter (your President wanted to but he couldn't because he wasn't a delegate) and Lance Suckert very kindly stepped aside as a Chapter delegate to give another member a chance to vote and entered as the Society's delegate from Detroit.

Most of us went to see the presentation of the Medal to Mr. Ostberg by the President in the East Room of the White House and we know everyone enjoyed it. President Roosevelt really has the interests of the Architect at heart and even said if he had his way he would be one himself, and there was a ring in his voice so that we think he really

(Continued on Page 3)

Architects' Luncheon

32nd Floor, Union Guardian Building
Private Dining Room
Southwest Vista

Tuesday, May 29, 12:30 p. m.

will willingly introduce the speaker of the evening after having known him only ten minutes. Words cannot express our appreciation of this senior attendance and the writer wishes to say right here that they were delegates in more than name for their faces could be seen at every session of the conference.

Our educational side was represented by Faithful Professors Lorch and Wells Bennett, who always hit home runs when they come to bat on the lecture platform; Handsome Al Harley who always has a smile and glad hand for everyone, and G. Frank Cordner who knows how to house houses; Dave Williams, the lifesaving Treasurer; Lance Suckert, who ably talks for Detroit on the floor; HABS Gamber (a new nickname, but let me tell you his drawings from Detroit were in the running of the best in the HABS exhibition in the lobby); Goodnatured and serious (?) Paul Marshall who represented the Detroit Club of the Producers, and your President who could go because you so kindly paid his expenses. Bob Frantz whose attendance was a reminder of the continued interest and close

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

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439 Penobscot Bldg., RAndolph 5500

Edited by E. J. BRUNNER

Let's Close Shop

At a stimulating meeting of the "shock troops" of the Builders' and Traders' and representatives of several associations held Wednesday, May 23, in the Aztec Tower, it was decided that the ultimate aim for June 28 will be a general closing down of the construction industry.

On that day occurs the Builders' and Traders' Picnic, and this year, for the first time, it is going to be an INDUSTRY picnic, virtually every association co-operating. We go to Tashmoo Park and the whole industry is expected to go.

If the industry can be practically closed down for that day the publicity will be worth more to the industry than the loss of the day. It will be something which will stick in the public's mind. It will tend to make the public more conscious of the building industry. We do not expect a lock-stock-and-barrel closing, but we want to approach as near as possible to that goal.

So plan right now to do your part.

What is your part? Why simply to take yourself, your family, your friends, and your employees to the picnic.

Further than that, you are invited to furnish a prize to be used in stimulating the games. If you want to furnish a prize get in connection with the Exchange, 439 Penobscot Building, RAndolph 5500, by phone or mail, or personally, at your convenience.

Erwin Farr, secretary of the entertainment committee, has already engineered this picnic to the point where it is bound to be successful, but we all want more than mere success.

WE WANT THE INDUSTRY TO SKIP A HEARTBEAT AND BY HECK WE ARE GOING TO DO IT. It will save us from constipation, laryngitis and several of the other ills the industry is suffering from including codes in the head (no reflection meant on codes. They are alright in their place, but June 28 let's not talk about them).

You can help the following men. They have already accepted the following obligations and are bound to do a 100 per cent job:

Walter Trowell of Trowell Construction Co., in charge of ticket sale.

Earl Hurd of Hurd Lumber Co., in charge of mail campaign to sell tickets.

Jim Hemstreet of Parker Brothers, in charge of personal sales campaign on tickets.

C. J. Geyman of Detroit Steel Products, in charge of association contact on ticket sale.

Carl Dambrun of Pittsburgh Testing Laboratory, in charge of dock selling of tickets.

Thomas Murray of Huron Portland Cement, in charge of prizes and favors.

W. C. Restrict of Restrict Lumber Co., in charge of mail campaign for prizes.

Julius Frater of Walbridge Aldinger, in charge of association contact on prizes.

Claude Filer of John A. Mercier Brick Co., in charge of distribution of prizes.

William Arlund of Macmillan and Arlund, in charge of dock, boat and grounds.

A. B. Johnson of Michigan Central Railroad, in charge of dock.

Frank O'Niell of Kohler Company, in charge of boat.

Al Saunders of Al Saunders Co., in charge of grounds.

Fred Sumner of Detroit Lumber Co., in charge of games and sports.

Walter Ladendorf of John Haggarty Brick Co., in charge of judging games and sports.

Jess Stoddard of Detroit Testing Laboratory, in charge of publicity.

All these men will require help and there are other positions either not yet filled or not as yet accepted.

The word is: LET'S GO!

Do not put off the decision. Do it right now. Clear the decks for action. Decide how many of you are going. Decide on a prize or not a prize and then act. Decide to help us in some personal way by helping one or more of the above men. And then do not expect us to be mind-readers. Let us know.

The architects are interested and promise to not only have a Detroit attendance but also a state attendance. Therefore you state architects and also contractors and others, you are urged to be with us. We will make you a glad day.

BUILDING INDUSTRY PICNIC

Frank Wright, our Liaison Officer working with Irving Farr, General Chairman of the Builders' and Traders' Picnic Committee reports that the outing this year is going to be something different. One of the largest industries in one of the largest cities of the country will act as a unit on **JUNE 28th, 1934.**

Keep this date open and board the Steamer Put-In-Bay on that morning for an outing at Tashmoo Park. There are to be many prizes for many contests, offered by members of the Builders' and Traders' Exchange. Particularly is the committee desirous of having a representative group of architects from out side of Detroit. Watch for future announcements.

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PRODUCERS' CLUB FEATURES OTIS ELEVATORS

President Fred Weinert of the Producers' Council Club of Michigan thanked the guests for their attendance at the monthly meeting of Producers, Architects, Engineers, General and Special Contractors, Wednesday evening, May 23rd. Imagine!

The writer arrived home at 3 A. M. and to even do that it was heart-breaking to have to sneak away from such good company, when they were not looking. The pertinent question asked was, what on earth do men do during all those hours? Well, it is almost unexplainable but on such occasions there just aren't enough hours in the day and night to get around to all of the things one would like to say to the one hundred per cent American Producers in the Building Industry. They are the finest men in the industries that make the finest building materials in the world.

After a most cordial reception in the ante room of the penthouse on Webster Hall members and guests sat down to a most sumptuous dinner.

After the extemporaneous speech of Pat Rice, President Weinert introduced Bill Corey of the Otis Elevator Company who told stories in every dialect. He then called for a few brief talks from a few of the guests.

C. William Palmer responded with a tribute to the Producers by saying that each meeting they hold seems better than before, each making an impression on him that he never forgets. He related his experience at the recent A. I. A. Convention where, time and again, he was asked what was the secret of the success of the Detroit Producers' Club. Its fame, he said, had become national, as one of the best in the country.

Clair Ditchy, President of the Michigan Society of Architects was asked to tell what was on his mind. This left little for him to say, he stated. However, he came back with the comparison of the depression with a forest fire in northern Michigan where wild and domestic animals, as well as people are driven toward the lakes until they finally become acquainted.

Branson Gamber, Past President of the Detroit Chapter and now its Liaison Officer with the Detroit Producers reported on an informal conversation with Mr. Morse, Past President of the Producers' National Organization in which Mr. Morse at the A. I. A. Convention expressed gratification at the record of the Detroit Club and urged them to carry on. Mr. Gamber spoke of the tendency of the Government to use cheap materials in order to show a low cost of buildings, stating that the Convention went on record as favoring economy by the use of the best materials such as the Producers furnish.

Mr. Banbrook as President of the Architects' and Contractors' Joint Committee of Detroit stated that his work on that Committee had been one of the happiest of his life. In the last few years, he stated, he had found that we must organize as an entire industry.

The Otis program, the educational feature of the evening, was put on by Ben Farrell of that company with Bill Corey at the controls. The picture, entitled "Empires of Steel," showed the evolution of the Empire State building from the shops to the finished job. Following this a picture showing the construction of the U. S. Dirigible Macon was shown.

THE SIXTY-SIXTH CONVENTION

(Continued from Page 1)

meant it. (I wonder if we can bank on him in regard to the housing?—maybe.)

Some scampered down to Williamsburg on late Friday, others made directly for home but Messrs. Grylls, Mason and Suckert stuck to the finish, banquet and all, and came home Monday morning.

Several delegates have promised to report various parts of the Convention activities in later issues of the Bulletin, which will be bubbling with interest but this is just a Walter Winchell Flash of an orchid to those members who took time and money to represent Detroit in a double capacity house—our full house is only six delegates.

PUNCH AND JUDY THEATRE

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MAY 30 AND 31

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JUNE 1 AND 2

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TIMELY ADVICE TO THE GRADUATE IN ARCHITECTURE

By ROGER ALLEN

Hundreds of estimable young men full of fire, ambition and blended whiskey, are about to graduate from the various colleges of architecture that bedeck our fair land, if that's your idea of bedecking, and it is only right that I should give them a little advice as to the best thing for them to do. Right here in Michigan (we are in Michigan, aren't we, conductor?) a number of fine, up-standing, down-sitting lads are about to leave the protecting aegis of Professor Lorch, and I wish I knew what an aegis is. (It must be that "Rock of Aegis" that always gets an encore in Methodist churches.) What is the best thing for them to do?

Of course, the best thing for them to do is to commit suicide. I realize, however, that a certain number of them will not adopt this course, and so I pass to the second best thing for them to do.

Some say one thing and some say another, but, personally, I believe that there is a mighty big future in this country for the architect with sufficient driving force, low blood pressure and the traditional pioneering spirit of America in his make-up to become ring-master in a flea circus. I am sure that we can all learn a valuable lesson from these little creatures, who are capable of performing many odd feats, none of which ever appealed to me. Carping critics complain that it is difficult to keep them from going to the dogs. Who cares about that? What's the matter with dogs? Do you realize that the dog is man's best friend? A man who would raise his foot to a dog, unless the dog has first raised his foot against him, is no gentleman. Where was I?

The third best thing is to arrange to save the daughter of a millionaire zither manufacturer from being chained to the platform of a circular saw by

a fellow in riding costume who wishes to cut her down in the flower of her youth because she has spurned his equivocal advances and has preferred this to a Fate Worse Than Death. (Probably he wanted her to become a lady architect.) Saving the lady can be done easily by remembering to be at the Natchez road at midnight, when old Uncle Moe Ginsberg, the faithful darkey slave who has served little Missy for gwine on twenty yaars, will come along with the papers.

The fourth best thing to do is to get a job testing parachutes for some fellow who learned to make parachutes by taking a correspondence school course until he got flunked out for insufficient postage.

The fifth to eighth, inclusive, best things to do are to learn to imitate the Four Marx Brothers and get a job in the floor show of the Streets of Paris Beer Garden in Grand Rapids, which has just had its license revoked by the city commission and is now For Rent.

There are several hundred other best things to do which I have temporarily mislaid, and then we come to the last—absolutely the last—and most desperate step that an architectural graduate can take; he can start practicing architecture.

NORGE

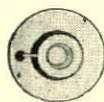
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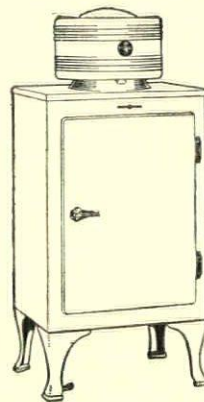
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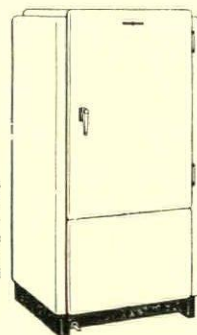
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